

## REMARKS

Applicant acknowledges that claims 1 to 10 are pending in the application, and that the Office currently holds claims 1 to 10 as rejected. Applicant herein amends independent claims 1 and 4, and cancels without prejudice claims 6 to 10. Additionally, Applicant adds new claim 11. The amendments and new claim add no new matter to the application.

### **35 USC §103(a)**

The Office currently holds claims 1 to 5 rejected under 35 USC §103(a) as being obvious over Rasmussen (the '990 publication) in view of Martin *et al.*, (the '519 publication). Applicant respectfully traverses this rejection.

However, in the interest of expediting prosecution, Applicant herein elects to prosecute claims 1 to 5 limited as amended to “published media” in print, such as books, journals, magazines, and newspapers. The cited prior art publications only disclose, teach and enable digital media, and cannot work for their intended purpose in a printed medium, such as a paper-back book.

The issue of the failure of the cited reference to be *prima facie* obvious over the instant claims limited to published print media was the subject matter of an Applicant initiated telephonic interview held 12 September 2007. Agreement was reached that the currently cited prior art did not read on the instant claims to printed media.

Applicant believes that the above amendments and remarks are fully responsive to the Office Action mailed 17 May 2007. Applicant respectfully requests reconsideration and removal of all rejections of claims, and that, in view of the above amendments and remarks, the application is now in condition for allowance. Applicant respectfully requests the Examiner to contact the above signed to timely resolve any minor issues that may remain in the application. Alternatively, Applicant invites the Examiner to suggest alternative claim language for Applicant's consideration, in order to facilitate timely prosecution of this application.

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